

Shop at Sears Mondays and Fridays

9:30 A.M. to 9:15 P.M. Other days
9:30 A.M. to 5:30 P.M. Park FREE

everything for "his nibs" from diapers to cribs

SEARS ROEBUCK AND CO. BABY WEEK

Just say "CHARGE IT" with Sears Revolving Charge... up to SIX MONTHS to pay. Small service charge.



Honeysuckle—Best for Baby

51-Piece Layette

Regular 24.95 **21⁸⁸**
Buy on Sears Easy Terms

Mother knows best when it comes to babies... and she wants only the best for her precious new baby! That is why she prefers Honeysuckle layettes... they're carefully selected to keep the youngest member of the family warm, comfortable and happy. 51-piece layette includes: 2 each of knit binders, gowns and bibs, 1 knit kimono, 4 knit tie-side shirts, 1 knit smocked sacque, 1 plastic lined panty, 2 quilted pads, 1 crib blanket, 4 washcloths, 2 towels (20x30"), 1 waterproof sheet, 3 receiving blankets, 1 rattle and 24 diapers. All trims in blue, pink or maize.

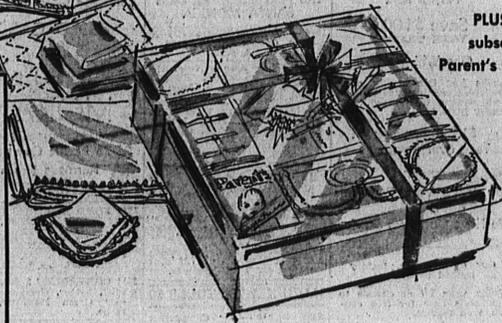


FREE TWIN INSURANCE If you buy your Honeysuckle layette before baby is born... and have twins or triplets, you receive another layette or layettes FREE!

PLUS 6-month subscription to Parent's Magazine

Let Sears Help You Select All The Items You'll Need For That New Baby... Use This List as a Shopping Guide.

FOR BABY'S WARDROBE		FOR BABY'S BED	
Diapers	4 doz.	Waterproof mattress cover	1
Disposable Diapers	4 doz.	Quilted mattress pads	4
Binders	2	Crib sheets	2
Waterproof pants	2	Waterproof sheets	2
Shirts	4	Crib blankets	2
Gowns	2	Pillows	2
Wrappers	2	Sacque or smock	1
Sleeping bag	1	Crib bumper	1
Auties	1	Comfier	1
Socks	1 pr.		
Bootees	1 pr.	FOR BABY'S BATH:	
Bath set	1	Towels	2
Diaper shirts	2	Hooded towel	1
Shawl	1	Washcloths	4
Christening set	1	Receiving blankets	4
Diaper dress suit	1	Waterproof top pad	4
Cuppers	2	Diaper and utility bag	1
Diaper case	1		
Bibs	2		



Spring adjusts easily to four positions. 2 drop sides... teething rails on all four sides. Full length panel with nursery decal trim.

Deluxe Full-Size Crib

Regular 36.95 **29⁸⁸**
2.99 DOWN, Sears Easy Terms

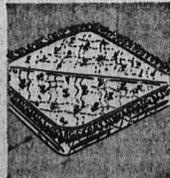
Choice of natural birch, white or maple finish on select kiln-dried hardwood, decal and twin-bell trim. Top quality construction features... double drop sides with easy-operating toe-touch release, 4-position adjustable steel spring, plastic teething rails on all four sides, easy-rolling lucite casters. Buy now and save 7.07.



Our Best Honeysuckle Gauze Diapers

Regular 3.19 **2⁸⁸** doz.

Our best quality gauze diapers are easy to wash, and they dry faster than any other diaper fabric. Combine lightweight with high absorbency... less bulky and easier to pin. They're more comfortable for baby; more convenient for you.



Quilted Blankets
Regular 3.98 **3.44**
Quilted acetate tricot filled with nylon. Print on one side, plain on other. White, pink, blue, maize, mint. 36x50.



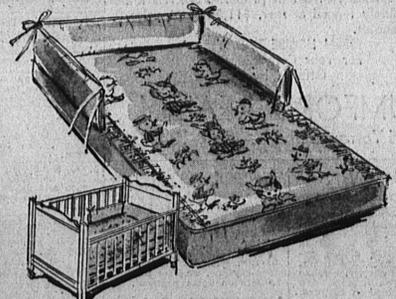
Quilted Crib Pad
49c Value **3 for 99c**
Plastic backed, cotton filled, muslin top. White, pastels. 15x17", 17x30 inch... 69c. 27x34-inch... 1.19.



2-Way High Chair
Regular 16.95 **14.88**
Combination high chair and play or feeding table... automatic locking device for safety in either position. Natural finished hardwood.



Carriage-Stroller
Regular 16.95 **14.88**
Front drops down by means of simple finger-operated mechanism to convert into stroller.



Innerspring Mattress and Bumper Pad Set

19.95 Value **14⁸⁸**

Multi-coil innerspring crib mattress that gives needed back support. Softly padded with felted cotton. Nursery design plastic cover is washable. Matching solid color bumper pad set included.

Philippine Handmade Dress and Slip Set

Regular 1.98 **1⁷⁷** set

Dainty hand sewn cotton batiste dress and slip set. Dress is lavished with hand embroidery at top, center panel and bottom; scalloped or hemmed bottom. Collar and collarless styles; some with lace. White, blue, pink, maize. 6 and 12 months.



Orlon® Baby Shawl
Regular 2.98 **2.77**
All-over pattern, 100% hi-bulk Orlon® with satin bow or rosette. White, pink, blue, maize, mint green. 40x40".



Orlon® Bootie Set
2.98 Value **2.77**
Assorted knit-in patterns with touch of hand embroidery. White, pink, blue or maize. Infant's size to 3 mos.



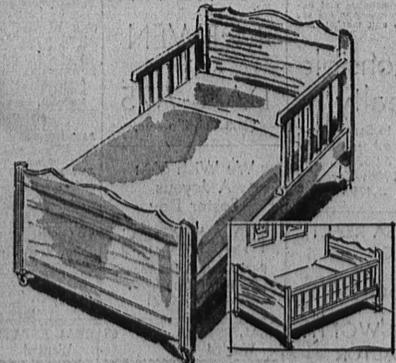
Receiving Blanket
79c Value **2 for 1.19**
Honeysuckle heavy quality, softly napped cotton in white, maize, Nile, blue, pink. Stitched edges. 30x40".



Fitted Crib Sheet
Regular 1.09 **89c**
Mitered corner style in 80 square cotton. Bias taped ends and corners. Pink, green, maize, blue, white. 52x28".



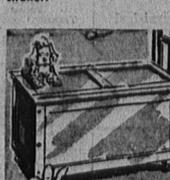
Gowns or Wrappers
Regular 98c **89c**
Combed cotton knit with Gripper front fasteners. White, pink, blue, maize, green. 59c Knit Shirts... 2 for 99c.



Natural Birch Finish Hardwood Youth Bed

Regular 34.95 **29⁸⁸**
2.99 DOWN, Sears Easy Terms

Sturdy hardwood construction with resilient steel spring. Removable guard rails are interchangeable... both may be used on one side for more safety.



Child's Toy Chest
Regular 14.95 **10.88**
Natural birch finish hardwood chest with hinged lift-up lid. Sturdily constructed, easy to assemble.

ALL ROADS LEAD TO **SEARS**

SEARS-INGLEWOOD MANCHESTER at HILLCREST PARK FREE
OR 8-2521

"Satisfaction guaranteed or your money back"